# Marketing Plan for New Central Public Library, Saskatoon, Canada

The Three Musketeers Team (Team 2)

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## I. Mission & Objectives

We propose to develop a dynamic marketing strategy for the new central public library in Saskatoon, Canada. Saskatoon Public Library (SPL) is expected to open its new central library in 2026. SPL's mission reads as, "We change lives through community connections, engagement and inclusivity." The library values include intellectual freedom, free & equitable access, innovation, and diversity & inclusion. Among top named by the SPL goals are inspiring learning, discovery & creation; honoring Indigenous perspectives; connecting communities, and preparing for the future. The new central library is a major milestone on the SPL's way to meeting its overall objectives such as, "We actively participate in community engagement initiatives to connect people to library services" and "SPL spaces are welcoming hubs for the community to gather & create" (SPL, 2016). The new central branch is also critical to achieve the SPL's desired impacts such as, "SPL is considered a key partner by community organizations," "SPL is viewed by citizens as an essential service that contributes to a high quality of life in Saskatoon," "SPL is regarded as a respectful, inclusive and accessible place," and "More Saskatonians are active SPL members" (2016).

## II. Description of the Initiative

The ***product*** we are marketing is a gorgeous new central library that is set to open in 2026, in an envisioned new 4 or 5-floor open concept sustainable (GOLD rating) building capturing the Canadian modern and Indigenous traditional cultures. The old central library, currently located in Saskatoon downtown, is no longer capable of meeting the strategic vision of the Saskatoon Public Library (SPL). The City of Saskatoon's *Plan for Growth* projects its population growth by additional 250 thousand to a half of  million people by 2050 and the new

library is a critical part to meet the community's growing needs (City of Saskatoon, n.d., -a, -b, & -c).

The ***price*** tag for this much needed library is about 134 million dollars. Part of the funding for the new library is expected to come from property taxes that have increased by approximately 5 dollars annually for the next three years; this is an estimated tax increase per a house assessed at about $370,000 (Saskatoon Star Phoenix, 2020). Tax increase is never a popular choice and some say this project costs way too much "for the times that we're in" and the library is the place "nobody uses" (Quenneville, 2020). In exchange for this price (paid via property tax), all people of Saskatoon will receive free, expanded, and of highest quality servicing and programming provided by the new library facility. The library will offer a large space for renewed, diverse, and largely expanded collections, have green indoor and outdoor spaces, public computer stations, mix of quiet and active learning and innovative labs and rooms (able to accommodate 30-100 people each), spaces for expanded programming, rooms for various community groups to get together, and will also include a theater (sitting about 200 people), Friend's shop, and a café welcoming people from the street, to grab a bite while enjoying the library's interior view (Global News, 2020; SPL, 2019, & 2020). Thirteen proposed functional components will include children's library, adult, new & high demand, teens, culture & history collections, as well as programming rooms and creation spaces, etc. (SPL, 2020). This new library is expected to see 2,500 people daily within approximately 136,000 square feet of physical space, and house about 350,000 volumes (2020).

The ***place*** for the new SPL library will be strategically located in the downtown, in the intersection of major transit routes, connecting all 55 of the city's neighborhoods (City of Saskatoon, 2016). The City of Saskatoon has already secured and paid 9 million dollars for the

land where the new library will be located (Global News, 2020). For the marketing research ***placement*** we plan to use the existing Saskatoon library's marketing team, who will help us to tailor our campaign to the unique characteristics of each target market segment.

Our ***promotion*** plan in the beginning (Phase 1) will be dynamic and straightforward. While the community is divided in their opinions about the new central library, many are unaware of this new City's initiative. We can achieve a lot by simply increasing the public's awareness about the new library initiative (Johnson, 2018).

Our *ultimate objective* is to promote the new library that is built with the purpose of better serving the community through knowledge acquisition and see every Saskatonian joining the library community. We propose to execute a marketing campaign to advocate for the new central library that will allow expanded community programs and services. Our current marketing plan aims at achieving three goals during the first campaign year. *First objective* is to increase the library membership by 20%. *Second objective* is to raise Saskatonians' perceived value of the library. *Third objective* is to increase by 20% the general public's involvement in the currently ongoing library concept, schematic, and detail design phases conversations.

## III. Target Market Analysis

### Customers

We consider all those residing in Saskatoon to be either active or potential library customers. Therefore, the estimated as of January 2021 number of customers was 331,051; this number is expected to grow till a half of million by 2050 (Government of Saskatchewan, 2021). In 2019, 134,302 Saskatonians held library cards (SPL, 2019a). Our goal for the first year is to increase the membership by 20% or additional 27,000-30,000 Saskatoonians, for a half of residents becoming the SPL members.

**STP (Segmentation, Targeting, and Positioning)**

Based on the geo-demographic (and later behavioral) characteristics, we will first identify marketing segments and select three of them as our initial target market (Johnson, 2018; Gupta, 2019). For this, we will conduct a Qualtrics survey (see survey questionnaire in Appendix) and invite people to participate in interviews. (There will be an opportunity to provide an email address for those wishing to participate in further surveys and put their name forward for a prize draw, to win one of ten eReaders. There will also be an opportunity to sign-up for our email listserv.) The number of participants in each of three initially identified groups will be determined by applying a stratified sampling technique, for the total random sample of 60 participants. (This will help to obtain a proportionate sample from each group, to reduce an error when conducting statistical analysis comparing the groups to one another and to the overall population.)

Second, we will conduct one-on-one interviews (10-15 minutes via Zoom platform interview in which we will only ask one question, to share their memorable experiences about the library) with selected participants and then ask participants to record their thoughts in individual diaries while (at the comfort of their home) interacting with the library website and social media tools (Facebook, Instagram, and Twitter). At the end, participants will be asked to complete the SPL new library design online survey. We will carefully study the participants' interview responses and diaries to identify their preferences, wishes, and needs when it comes to the library programming and services. Each participant will be offered a $200 incentive.

For the Phase 2 and 3 (out of scope of the current plan) and depending on the results obtained in the Phase 1, we will research the remaining target segments, conduct additional online surveys and individual interviews. To engage existing library users, we will use the

Customer Relationship Management (CRM) system, Google Analytics, and website reviews to better understand how users interact with the library. In the Phase 2 &3, we also plan to apply URL tractable UTM parameters; these will be attached to published ads, blogs, and other posts on social media (e.g., Facebook, Twitter, and Instagram), to compile data using Google Analytics and study which strategies are most appealing to users.

**Market Segments**

As the ESRI data for Canada are not openly available for free, these data will be reviewed at a later date (ESRI, 2010). Based on the Saskatoon 2016 Census (completed every 5 years; this is the most current Census) demographic data (Statistics Canada, 2016), noted by the City of Saskatoon trends (City of Saskatoon, 2020), and the Saskatoon Public Library (2020), these are potential geo-demographic market segments that we have identified in the city: 1) recent immigrants (less than 5 years residency); 2) Indigenous population (First Nations and Metis Nation); 3) non-English speakers (not able to fluently communicate in English); 4) homeless people (sheltered, unsheltered, and hidden homeless); 5) recent refugees (staying less than 5 years in Canada); 6) unemployed (able to work, but without a paid job); 7) low-educated group (incomplete high school); 8) parents with children (0 to 12 years old); 9) adults (30 to 49); 10) seniors (65 and older); 11) teens (13 to 19 years old); 12) young children (0 to 5 years old); 13) potential library users (those who never held a Saskatoon library card); 14) public opposing tax increase to pay for the new library (openly voicing their opinions against a new library); 15) veterans (any former member of the Canadian Armed Forces who released with an honorable discharge); 16) older adults (50 to 64 years old); 17) young adults (20 to 29 years old); 18) non-active library users (those who currently hold or held in the past, but not using the library

services); 19) low-income population; 20) children (6 to 12 years old); and 21) prisoners (currently incarcerated in the Saskatoon Correctional Centre).

Of these market segments, we have chosen #2 (Indigenous population), #9 (adults), and #17 (young adults). Indigenization, de-colonization, and reconciliation are top priorities for the City of Saskatoon and the Saskatoon Public Library. We also feel it is important to engage this community early in our discussions and marketing planning. The City's median age is 35.8; therefore, by engaging the adults first, who are also most likely contributors of property taxes, will help to reach out to the larger community. Indeed, the Indigenous population is estimated to be 11.3%, young adults-17.1%, and adults-29.8% (Statistics Canada, 2016). Therefore, based on the Qualtrics survey responses (see Appendix), we will invite 11 Indigenous, 17 young adults, and 30 adults to participate in interviews and complete personal diaries. By targeting these three largest population groups we will be able to cover the majority (58.2%) of the population. This will be Phase 1 of our marketing campaign. We will later (in the Phase 2 and 3) proceed targeting other population groups.

There will be some level of overlap among all these groups. At the same time, each of this individual group will have sub-groups. For example, the adult group may include married or single persons, with or without kids, employed or not, English or non-English speakers, active or potential library users, low- or high income, etc. Each sub-group will need to have its own marketing message tailored to them that would appear personal to them. Once the Phase 1 of marketing campaign is completed we will be able to create personas to cover the identified targeted broad characteristics. For example, these personas may look like as follows:

- Roman, age 39, part-time worker, very busy, has a child, has Internet access at home, has a smartphone, interested in watching sports and outdoor activities, not a library user.

- Liz, age 21, full-time student, very busy, has Internet at home, owns a smartphone, does not have children, has many friends, has many interests but no money to spend on extracurricular activities, library user.
- Taylor, age 35, full-time worker, does not have Internet at home, has a smartphone, very busy, has three children, single parent, her low income cannot support all Taylor's and her children's activities, has a library card.
- Ivar, age 35, full-time worker, very busy, has a broadband Internet at home, has a smartphone, wants to reconnect with his Indigenous roots, interested in studying his ancestry, father of two young children, library user.

## IV. Market Analysis

### *Market Trends*

The City's population was 222,246 in 2011, 246,376-in 2016, 331,051-in 2021 (approximately 1.5 times over the decade), and is estimated to be at least a half of million in 2050 (Government of Saskatchewan, 2021). Given almost 1.5 times increase in the population over a decade (2021 versus 2011), it is possible that a half million people target may be reached earlier, by 2035. Saskatoon is one of the rapidly growing cities in Canada, with about 2 percent annual increase in population (Statistics Canada, 2016). The current (2020) population growth continues to be mostly due to immigration rather than natural increase. Increase in the following four groups (recent immigrants, visible minorities, Indigenous, and non-English speakers) were noted to be on the rise (Sask Trends Monitor, 2016). (According to some earlier predictions, the entire population is expected to become Indigenous by 2050.)

The rapid growth of the City seems to be attributed greatly to its country's second highest immigration rate (1.8%).The majority of recent immigrants were coming from Asia (65.7%), the

rest were from Europe (17.5%), Africa (8.6%), and Americas (7.7%) (Statistics Canada, 2016). Saskatoon is a diverse city that continues to diversify. According to the 2016 Census, approximately 68.2% of new Saskatoon citizens were of European origin, 16.1% were Asian, 11.6%-North American Indigenous, 2.4%-African, 0.9%-Mixed, and 0.8%-Latin, Central, and South American origins (Statistics Canada, 2016).

The City of Saskatoon appears to be a "young" city with the largest population (21,745 people in 2016) being between 25 and 29 years old, second largest between 30 to 34 years (20,180) and third largest age group between 20 and 24 years (19,505). The median age of the City is 35.8 years (Statistics Canada, 2016 Census). In 2016, the workforce population (between 15 and 64 years) was 168, 715 (68.5%), children (under 14 years old) were 44,305 (18%), and seniors (over 65 years) were 33,355 (13.5%) (Statistics Canada, 2016). The City's gender distribution was 49% males and 51% females, with the majority of the population (46.4%) being married. In 2016, aboriginal population was 28,065 (11.6%) people. In 2016, 17.7% of the City's population were immigrants and 2.5% were refugees (Statistics Canada, 2016).

According to 2016 Census, among 15 and over years old group, 14.4% did not finish high school, while 29.1% had high school completed, 28.8% had trades certificate or some college attended, 20.2% had bachelor degrees, and 7.5% had graduate (including masters, medical, veterinary, dentistry, or doctorate) degrees completed (2016).

Sixteen out of 55 Saskatoon neighborhoods are found to be disadvantaged. According to the Department of Justice's definition of "disadvantaged" as a neighborhood where more than 20% of families are low-income (n.d.). Eight percent of 18 to 64 years adults and 2.1% seniors had low income, while 11.3% children under 5 years old lived in low income families (Statistics

Canada, 2016). In 2018, a quarter (24.7%) of Indigenous households were in need of housing and 475 people of various backgrounds were homeless (Homeless Hub, 2018).

**Local and Regulatory Issues to Consider**

The City's 2016 Growth Plan includes the city's perimeter expansion, new infrastructure including improvement of the transit corridor. The City Council approved a new central library project in 2020. The Mayor and majority (all by one) of the City Counselors were re-elected in the recent (November 9, 2020) municipal election securing continuous City's support (at least for the next 4 years) of the library project (City of Saskatoon, 2016). The City of Saskatoon in 2020 purchased a land for about 9 million and this is where the new library will be built (Global News, 2020). On another hand, the Province of Saskatchewan announced (on April 6, 2021) budget project a historically high 2.6 billion deficit. Despite the COVID-19 pandemic hardship and economic difficulties, both the Province of Saskatchewan and the City of Saskatoon remain committed to the new library project.

**SWOT Analysis for the Saskatoon Public Library**

Strengths
Central location
Access to all kinds of transportation
Stimulates economic activity
Improving outreach & services in the area
Weaknesses
Covid delaying completion
Tax levy needed to complete the project
Business's being displaced
134-million-dollar price tag
Opportunities
The project increases Canadas GDP by 132 million
Creates 1043 jobs over 3 years
Helps bridge the digital divide
Strengthens the community by providing programs and services
Threats
The loan approval vote by the city council was 5 to 6
Expensive investment in this economic environment
Some taxpayers are against the tax levy

A SWOT analysis allows us to target our marketing campaign to cover how the new library project will benefit the community. Creating targeted promotional material to show the library's services bringing equity of information and access to all stakeholders by eliminating weaknesses highlighted in the SWOT and augmenting strengths. The analysis provides a realistic outlook on the library initiative's chances for success and enables a deep dive into its current or future environment.

## V. The Competition

| Comparing: | My Organization | Competitor 1 | Competitor 2, etc… |
|---|---|---|---|
| General description of what the organization offers. | Early literacy programs, retirement seminars, research opportunities, meeting spaces, quiet study spaces, support from research librarians, makerspace, community gatherings, theatre, etc. | People who oppose tax increase | Alternative information outlets (i.e. the Internet, TV) |
| Summary of Promotional Tactics | | Alternative information sources | Word of mouth; proven quality and efficiency |
| Additional Value (what does this competitor offer above and beyond/in addition to what I offer my patrons?) | n/a | A decrease in taxes/additional spending money | Provides most types and forms of information almost immediately |

| | | | |
|---|---|---|---|
| **What can my organization do to "defend" against the "additional value" areas listed in the row above?** | **n/a** | **Justifying that the value created by the new library outweighs the amount people are getting taxed by** | **Carve out a niche with types and forms of information that would be difficult for the Internet to provide; allow for a human element to adjust to patron requests** |

The two biggest competitors facing the Saskatoon Public Library expansion are people who oppose the tax increase in the short term and alternative information outlets in the long term. Regarding people who oppose the tax increase, they are a group of people who oppose the current tax increase to fund the construction of the Saskatoon Public Library expansion. Since tax increases are generally unpopular, the people who form the core of this group simply have to say that their additional value is less taxes and more spending money. In addition, they can attack the value we offer to our customers by referring them to cheaper alternative information resources, such as the Internet. Their promotional tactics range from a variety of methods from internet advertising to word of mouth, but the most damaging is public endorsement from popular opposition in city council. What we can do to "defend against these attacks" is by justifying the money we spend vastly outweighs the amount being spent toward taxes. We can customize each of these "defenses" to be more effective by personalizing and ensuring that the groups we are targeting stand to personally and directly benefit from new information materials and facilities included in the Saskatoon Public Library expansion.

Regarding alternative information outlets, they are collections of materials and sources of information outside the Saskatoon Public Library. Specifically, in this particular instance, we are referring to the collective source known as the Internet. The Internet's additional value is the

convenience of use and coverage of a wide variety of general topics Saskatoon Public Library cannot hope to manage. Their promotional tactics are mostly word of mouth or references to its benefits. While the Internet does not and cannot directly market itself as a collective, the number of references attesting to its value is staggering. What we can do to "defend against these attacks" is carve out a niche of information which is difficult for even the Internet to do cheaply, efficiently, and legally while placing emphasis on the human and social aspects in library functions and events.

**VI. Promotional Tactics**

We plan to use the mix of marketing research techniques. Our promotional tactics are aimed at "increasing visibility" (Johnson, 2018, p. 261). For Phase 1, the library will send emails out to all its registered users telling them about the benefits offered once the project is complete. The library will also hold a town hall-style meeting where stakeholders can come in, voice their concerns and receive feedback from library officials and project managers on how they benefit from the new library. This will include projections for how the new library will enhance property values, provide jobs, and offer programs to enhance the community.

We will reach out to local celebrities (from identified community groups) to appeal to their peers, learn their concerns, and publish these recordings on the library website and media platforms. We will use library social media accounts on Facebook, Instagram, YouTube, and Twitter to raise awareness of how the program will aid the community and discuss questions and concerns with our community. We will use hashtags (e.g., #SaskatoonCentralLibrary, etc.) and optimized messages extensively across the library's multiple social media platforms (Facebook, Instagram, YouTube, and Twitter) to focus the program-related post and help users find the information they need.

We will then (Phase 2) sign up for Google Ad Grants and select undervalued keywords based on the main idea of each of the recordings, library programs, and services to funnel interested parties to the website. We will then set up a landing page off the main website focusing on each endorsement and library program combination to funnel interested parties to the appropriate section of the website. Utilizing Google Ad Grants will give the library 10,000 dollars a month in free advertising. After social media, billboards, and Google ads funnel traffic to the library's webpage, we will add clear and concise program descriptions in conjunction with our testimonials to build trust, interest, and hopefully desire to support the library as our programs enhance the lives of our many users. The call to action will be a simple button allowing users to sign up for the programs online or receive an email with more information about different aspects of the project.

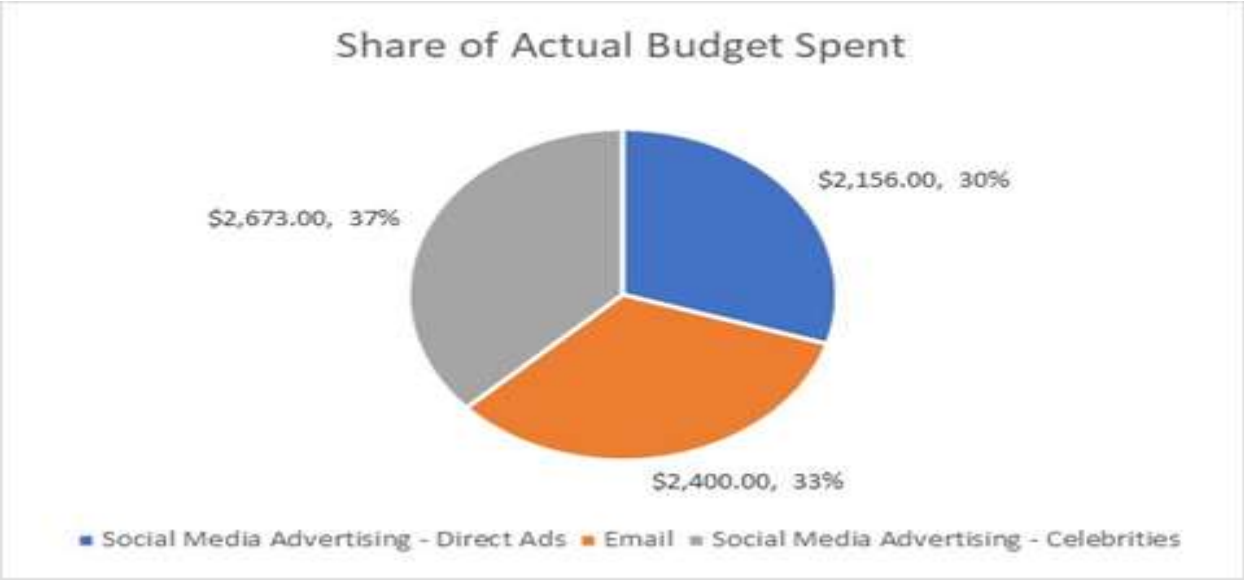
For Phase 2 (out of scope of this plan) and once we have a deep understanding of the needs and wishes of various community groups, we will launch a "personalized" (at a group-level) city-wide marketing campaign that may include ads run on local TV (Global Saskatoon, CTV Saskatoon, Shaw, etc.) and radio (650 AM) channels, billboard posts, ads in a local newspaper (e.g., Star Phoenix, Sun, etc.).

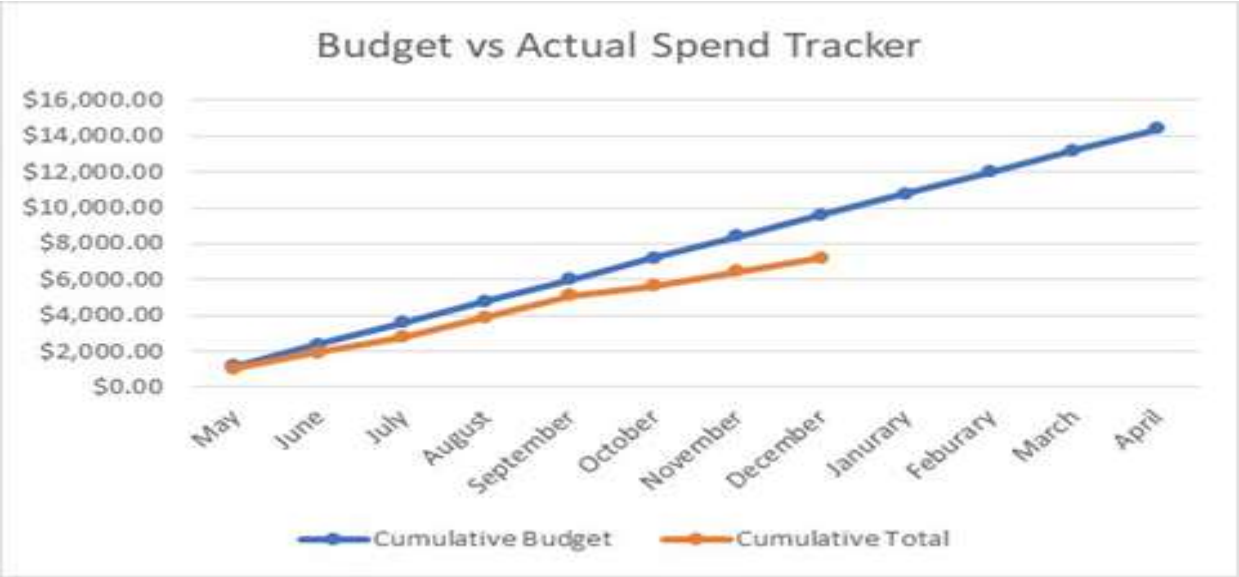
| **Tactic** | **Notes & Comments**<br><br>**(Why will this resonate with your target market? How will you tailor your messaging by segment?)** | **Expected timing and completion** | **Estimated costs** |
|---|---|---|---|
| **Celebrities endorsement** | **Mixing testimonials with library generated informational materials build trust and a connection** | **Two weeks** | **$900 x 3 =$1800** |

| | | | |
|---|---|---|---|
| | **to the project across all segments.** | | |
| **Hashtags use** | **Hashtags will vary across segments and platforms depending on the social media platform. Hashtag directed towards adults will highlight the adult education programs, family reading initiatives, and technology. Hashtags toward younger segments will highlight internet access and digital resources. Hashtags directed at racial, cultural, or religious groups will highlight the diversity offered in our collection and programs.** | **Over the life of the project** | **No direct costs; there may be related personal costs** |
| **Google Ad Grants** | **Google Ad Grants will allow all the different segments to offer targeted searches quickly and easily access the aspects of the project that interest them.** | **Over the life of the project** | **No direct costs; there may be related personal costs** |
| **Billboards** | **Billboards will be placed at strategic high traffic locations and focus on the adult segments of our population.** | **Over the life of the project** | **$300 x 10 = $3000** |
| **Email** | **Emails will be tailored to the users individual interest based on circulation data and past program preference.** | **Over the life of the project** | **About $300 per month** |

| | | | |
|---|---|---|---|
| **Social media** | **Social media will focus on discriminating information and rely on hashtags to focus queries by specific segments.** | **Over the life of the project** | **About $300 per month** |

**Digital Marketing Budget Tracker**




| **Budget Summary** | **Budget** | **Actual** | **Balance** | **Cumulative Budget** | **Cumulative Total** |
|---|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| **May** | **$1,200.00** | **$1,034.00** | **$166.00** | **$1,200.00** | **$1,034.00** |
| **June** | **$1,200.00** | **$889.00** | **$311.00** | **$2,400.00** | **$1,923.00** |
| **July** | **$1,200.00** | **$878.00** | **$322.00** | **$3,600.00** | **$2,801.00** |
| **August** | **$1,200.00** | **$1,106.00** | **$94.00** | **$4,800.00** | **$3,907.00** |
| **September** | **$1,200.00** | **$1,204.00** | **-$4.00** | **$6,000.00** | **$5,111.00** |
| **October** | **$1,200.00** | **$519.00** | **$681.00** | **$7,200.00** | **$5,630.00** |
| **November** | **$1,200.00** | **$815.00** | **$385.00** | **$8,400.00** | **$6,445.00** |
| **December** | **$1,200.00** | **$784.00** | **$416.00** | **$9,600.00** | **$7,229.00** |
| **January** | **$1,200.00** | **-** | **$1,200.00** | **$10,800.00** | **$7,229.00** |
| **February** | **$1,200.00** | **-** | **$1,200.00** | **$12,000.00** | **$7,229.00** |
| **March** | **$1,200.00** | **-** | **$1,200.00** | **$13,200.00** | **$7,229.00** |
| **April** | **$1,200.00** | **-** | **$1,200.00** | **$14,400.00** | **$7,229.00** |

## V. Control Phase

### Metrics

To measure the marketing campaign's success in the Phase 1, we will apply mixed statistical methods to compare data collected via individual one-on-one interviews, surveys, personal diaries, social media (e.g., number of clicks, etc.), website use (e.g., number of visits, feedback left, etc.), first prior to the marketing campaign launch and then at every 4-month intervals, for the first year (Phase 1) and continue for the next five years (Phase 2 &3). We will monitor the usage of library resources and number of new library users, as well as re-engagement of active and returning users. Qualtrics survey (see Appendix) will allow us to measure the users' satisfaction/perceived value of the library in the Phase 1. After the library opens its doors, we will identify the Net Promoter Score (NPS) and will use it as a reference point (NPS Prism, n.d.;

Reichheld, 2003). For the Phase 2 and 3, we plan to apply and secure Google Ad Grants to measure the metrics outcomes (Super Library Marketing, n.d.).

**Return on Marketing Investment (ROMI)**

By meeting our marketing campaign's objectives, specifically a 20% increase in library membership, a 1-2 point improvement in the perceived library's value rating, and a 20% growth in the public's involvement in the library design online conversations, we will help the Saskatoon Public Library to achieve its desired impacts, for citizens to view the library as "an essential service that contributes to a high quality of life in Saskatoon," "a respectful, inclusive and accessible place," and see more Saskatonians becoming "active SPL members" (SPL, 2016).

By involving the community through guided facilitation and strategic marketing and increasing the public's involvement (e.g., increased membership, improved involvement in the library consultation process, and marketing research), our campaign will also improve the general public's opinion about the new central library. (Saskatoon Central Library, 2020).

# APPENDIX
## Qualtrics Survey

*This survey is unanimous and will not be linked to you. Thanks for taking part in this survey!*

What is your age? (Choose from under 12; 13-19; 20-29; 30-49; 50-64; 65 and over)

What is your gender? (Choose from Male, Female, or Other)

What neighborhood do you live in? (Choose one from a drop down list of 55 neighborhoods.)

How many people are in your household?

How many people in your household are between the ages of 0 and 5; 6 and 12; 13 and 19; 20 and 29; 30 and 49; 50 and 64; 65 and over? (Please add numbers for each age bracket as applicable.)

What is your family life cycle? (Choose from Single, Married, or Other-Identify if you wish.)

Are you employed? (Yes, No, or Other-Provide additional information if you wish)

What is your total household income? (Choose from $5,000 to $9,999, $10,000 to $19,999, $20,000 to $29,999, $30,000 to $39,999, $40,000 to $49,999, $50,000 to $59,999, $60,000 to $69,999, $70,000 to $79,999, $80,000 to $89,999, $90,000 to $99,999, $100,000 and over, or Prefer Not to Answer.)

What is the highest level of your education? (Choose from Incomplete High School, High School Completed, Some College Completed, Trade/Certificate; Bachelor; Master; or Doctorate.)

What is your race? (White, Black, People of Color/Visible Minorities, Indigenous, or Other-Provide additional information if you wish.)

What is your ethnicity? (North American Indigenous Peoples, Europe, Asia, Africa, Latin, Central and South America, Mixed, or Other-Please provide additional information if you wish.)

How often do you use the library's services and programs (any use to include but not limited to walk-ins, reading a print or e-book, attending a program, taking a course, etc.)? (Choose from I do not own a library card, I own a library card but have not used it for more than 2 years, I own a library card but do not use it often, I am a new library user (signed up within the last year), I am a regular user, I use the library services all the time.)

On a scale 1 to 10, please indicate your agreement with the following statement: The Saskatoon Public Library offers valuable programs and services to the Saskatoon community.

If you wish to participate in the prize draw, please provide your email address.

Do you wish to participate in follow-up surveys? Yes or No.

Would you like to sign up for our email newsletter listserv? Enter your email address, if yes.

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